



# Media Information

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## SUBARU OF AMERICA, INC. REPORTS RECORD MARCH SALES

- Record March - monthly sales increase 0.4 percent over March 2015
- Best first quarter in Subaru franchise history
- 52 consecutive months of month-over-month growth
- Best March ever for Outback and WRX/STI
- 25 consecutive months of more than 10,000 Outbacks sold
- 32 consecutive months of more than 10,000 Foresters sold

Cherry Hill, N.J., Apr 1, 2016 - Subaru of America, Inc. today reported record sales for March 2016 totaling 49,285 vehicles, a supply-constrained 0.4 percent gain over March 2015. The company also reported year-to-date sales of 132,397 vehicles, a 0.9 percent gain over the same period in 2015. March marked the 25th consecutive month of 40,000+ vehicle sales for the company, as well as the best first quarter in the history of the Subaru franchise.

Outback and WRX/STI sales were notably strong as each carline achieved its best March ever. Furthering optimism around the brand, Subaru recently won in three major categories of the Kelley Blue Book KBB.com [2016 Brand Image Awards](#) including Best Overall Brand, Most Trusted Brand and Best Performance Brand.

"March marked another sales record, as well as the global debut of the all-new Impreza sedan and 5-door models at the New York International Auto Show," said Thomas J. Doll, president and chief operating officer for Subaru of America. "Overall, this new Impreza will set a new standard in the compact segment and will provide today's compact car buyer with exactly what they are looking for in terms of safety, reliability, drivability, connectivity and style."

"We are pleased to continue our string of monthly sales records given our low availability, as well as achieve the best first quarter in Subaru franchise history," said Jeff Walters, senior vice president of sales for Subaru of America. "We continue to see strong demand for Subaru vehicles in the U.S., and our retailers are doing an excellent job supporting our growth."

Carline	Mar-16	Mar-15	% Chg	Mar-16	Mar-15	% Chg
	MTD	MTD	MTD	YTD	YTD	YTD
Forester	14,284	14,967	-4.6%	38,427	37,636	2.1%
Impreza	5,193	5,364	-3.2%	14,007	15,286	-8.4%
WRX/STI	2,737	2,471	10.8%	7,453	7,261	2.6%

<b>Legacy</b>	<b>5,551</b>	6,148	-9.7%	<b>14,478</b>	14,371	0.7%
<b>Outback</b>	<b>14,122</b>	12,504	12.9%	<b>37,271</b>	35,487	5.0%
<b>BRZ</b>	<b>425</b>	495	-14.1%	<b>1,211</b>	1,159	4.5%
<b>Crosstrek</b>	<b>6,973</b>	7,162	-2.6%	<b>19,550</b>	20,081	-2.6%
<b>TOTAL</b>	<b>49,285</b>	<b>49,111</b>	<b>0.4%</b>	<b>132,397</b>	<b>131,281</b>	<b>0.9%</b>

#### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit [media.subaru.com](http://media.subaru.com).